

Abstract

Diploma thesis deals with the process of validization of Marlowe-Crowne social desirability scale in the Czech context. Despite the fact that social desirability represents an error, which can disrupt validity of obtained data, there is no official Czech version of Marlowe-Crowne scale that could be used in surveys. The aim of this thesis is to create Czech translation of the scale and test its functionality. The Marlowe-Crowne scale is introduced from a theoretical point of view firstly, is discussed its creation, characteristics, its importance in relation to social desirability, critics and problems and possibilities and difficulties of its use in the new context. Further are discussed different ways of translation of research instruments, which could help to preserve their purpose, and method of cognitive interviews as a way of testing of new or adapted research instruments. Modified parallel translation of three translators was used for creation of Czech version of Marlowe-Crowne scale. Cognitive interview, based mostly on verbal protocols, were used for testing of finally translated scale to find out, if scale is applicable in the Czech context without any problems. Interviews were conducted with sixteen respondents with different sociodemographic characteristics. Thesis concludes that scale usability is problematic, because there are several errors, which could disrupt validity of obtained data. These errors are related to scale as a whole, to individual statements as well and some of them are caused by mistake of respondents. Another problem is formed by different interpretation of the terms in the statements. As a result, scale cannot be recommended to wider use, because it, in relation to different language and especially culture context, does not fulfill its original function. Moreover it has a lot of problems related to formulation of individual statements. In the end thesis suggests some recommendation for scale and statements modification, which could help to eliminate errors. However these modifications suppose creation of completely new statements, which would be based on the Czech language and cultural context from the beginning.